

ADI (rank)	1988 TSA households (000)			ADI (rank)	1988 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
daho Falls-Pocatello (159)	18	13	17	Presque Isle, Me. (203)	—	7	—
Indianapolis (24)	152	117	124	Providence, R.I.-New Bedford, Mass. (44)	121	65	105
Jackson, Miss. (82)	30	57	68	Quincy, Ill.-Hannibal, Mo. (154)	—	25	27
Jackson, Tenn. (180)	24	—	—	Raleigh-Durham, N.C. (35)	105	96	48
Jacksonville, Fla. (57)	65	84	57	Rapid City, S.D. (167)	33	—	13
Johnstown-Altoona, Pa. (85)	—	50	82	Reno (121)	41	17	21
Jonesboro, Ark. (174)	26	—	—	Richmond, Va. (62)	86	69	67
Joplin, Mo.-Pittsburg, Kan. (119)	35	29	26	Roanoke-Lynchburg, Va. (73)	47	68	63
Kansas City, Mo. (28)	152	112	121	Rochester-Austin, Minn.-Mason City, Iowa (147)	35	15	22
Knoxville, Tenn. (61)	73	78	45	Rochester, N.Y. (72)	88	47	54
La Crosse-Eau Claire, Wis. (134)	27	30	39	Rockford, Ill. (114)	39	28	32
Lafayette, Ind. (193)	—	14	—	Roswell, N.M. (194)	—	11	—
Lafayette, La. (112)	37	58	—	Sacramento-Stockton, Calif. (20)	180	110	144
Lake Charles, La. (170)	—	—	41	St. Joseph, Mo. (187)	17	—	—
Lansing, Mich. (105)	—	50	43	St. Louis (18)	194	165	218
Laredo, Tex. (199)	3	2	4	Salinas-Monterey-San Jose, Calif. (111)	63	17	34
Las Vegas (94)	37	32	42	Salisbury, Md. (162)	20	25	19
Laurel-Hattiesburg, Miss. (161)	—	6	30	Salt Lake City (40)	123	74	92
Lexington, Ky. (76)	47	63	45	San Angelo, Tex. (189)	—	13	—
Lima, Ohio (196)	—	—	18	San Antonio, Tex. (42)	97	80	89
Lincoln-Hastings-Kearney, Neb. (92)	30	45	14	San Diego (25)	152	89	82
Little Rock, Ark. (55)	85	67	85	San Francisco (5)	375	226	260
Los Angeles (2)	739	473	617	Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	35	17	19
Louisville, Ky. (47)	76	89	95	Savannah, Ga. (103)	21	44	40
Lubbock, Tex. (149)	20	21	22	Seattle-Tacoma (15)	247	123	163
Macon, Ga. (134)	18	39	24	Shreveport, La.-Texarkana, Tex. (64)	79	72	75
Madison, Wis. (106)	59	38	35	Sioux City, Iowa (125)	42	12	32
Mankato, Minn. (208)	—	12	—	Sioux Falls-Mitchell, S.D. (100)	56	51	24
Marquette, Mich. (184)	—	16	12	South Bend-Elkhart, Ind. (84)	62	49	64
McAllen-Brownsville, Tex. (115)	26	25	18	Spokane, Wash. (79)	72	38	50
Medford, Ore. (153)	20	15	28	Springfield, Mass. (108)	52	—	44
Memphis (41)	80	106	138	Springfield, Mo. (81)	29	52	61
Meridian, Miss. (175)	17	9	7	Springfield-Decatur-Champaign, Ill. (74)	60	50	56
Miami (16)	177	157	178	Syracuse, N.Y. (67)	78	63	62
Milwaukee (30)	175	89	110	Tallahassee, Fla.-Thomasville, Ga. (126)	14	48	15
Minneapolis-St. Paul (13)	279	177	143	Tampa-St.Petersburg-Sarasota (14)	243	170	201
Minot-Bismarck-Dickinson, N.D. (146)	2	22	33	Terre Haute, Ind. (129)	16	29	40
Missoula-Butte, Mont. (173)	29	11	19	Toledo, Ohio (65)	74	73	88
Mobile, Ala.-Pensacola, Fla. (58)	61	92	79	Topeka, Kan. (142)	18	24	23
Monroe, La.-El Dorado, Ark. (116)	18	57	31	Traverse City-Cadillac, Mich. (138)	19	41	34
Montgomery-Selma, Ala. (101)	18	35	66	Tucson, Ariz. (83)	57	35	43
Nashville (32)	113	128	133	Tulsa, Okla. (54)	88	81	73
New Orleans (34)	85	122	113	Tuscaloosa, Ala. (185)	—	9	—
New York (1)	1,148	745	910	Twin Falls, Idaho (202)	—	8	2
Nrfik-Prtsmth-Nwprr Nws-Hmptn, Va. (43)	99	72	92	Tyler-Longview, Tex. (123)	53	10	16
North Platte, Neb. (210)	—	—	7	Utica, N.Y. (158)	18	—	24
Odessa-Midland, Tex. (143)	32	23	22	Victoria, Tex. (206)	5	—	7
Oklahoma City (37)	101	99	106	Waco-Temple, Tex. (93)	21	46	34
Omaha (70)	93	47	59	Washington (9)	285	207	210
Orlando-Daytona Beach-Melbourne, Fla. (27)	180	119	133	Watertown-Carthage, N.Y. (169)	4	16	—
Ottumwa, Iowa-Kirkville, Mo. (204)	23	—	—	Wausau-Rhineland, Wis. (128)	46	34	14
Paducah, Ky.-Cape Girardeau, Mo. (75)	37	66	67	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	70	27	77
Palm Springs, Calif. (178)	11	—	8	Wheeling, W.Va.-Steubenville, Ohio (139)	—	39	38
Panama City, Fla. (171)	20	—	27	Wichita-Hutchinson, Kan. (60)	78	70	61
Parkersburg, W.Va. (198)	—	—	12	Wichita Falls, Tex.-Lawton, Okla. (130)	27	21	26
Peoria-Bloomington, Ill. (110)	51	32	40	Wilkes Barre-Scranton, Pa. (51)	116	56	76
Philadelphia (4)	579	339	443	Wilmington, N.C. (150)	30	9	60
Phoenix (21)	183	123	135	Yakima, Wash. (127)	29	24	21
Pittsburgh (17)	302	188	173	Youngstown, Ohio (88)	61	45	54
Portland, Ore. (26)	164	89	107	Zanesville, Ohio (201)	—	—	12
Portland-Poland Spring, Me. (69)	75	33	55				

## Cable operators search for space

**Channel capacity is relatively tight and more new services are on the way; operators evaluating what to add and what to drop, with TNT, VISN on horizon**

A raft of new cable programming services will be launched later this year, despite squeezes on channel capacity of cable systems. But

many of the new services are backed by major MSO's and are expected to get wide carriage, raising the question of where operators will find room. Operators are now investigating the possibilities, and their decisions could indicate new criteria for carriage decisions. Not only may some distant signals, network duplicated stations and lo-

cal independents be in jeopardy, so, too, may be marginal basic and pay cable services. Operators are also looking at merging services on single channels, as is the case with religious programming.

The most visible new service that will premiere in 1988 will be Turner Network Television. Although Jones Intercable and